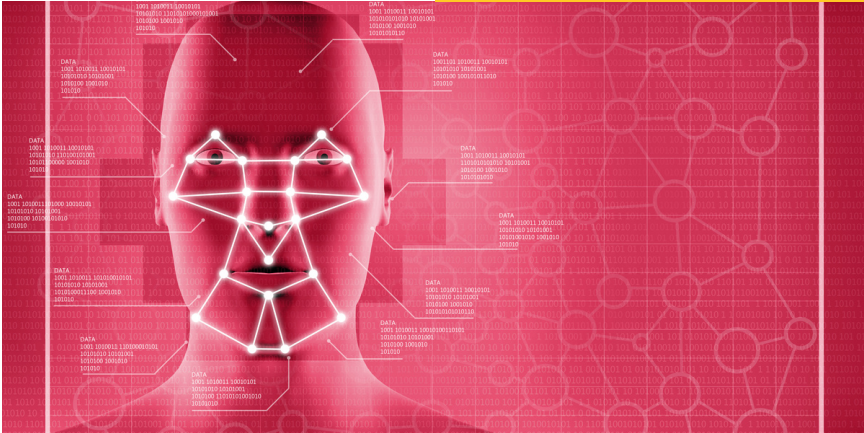
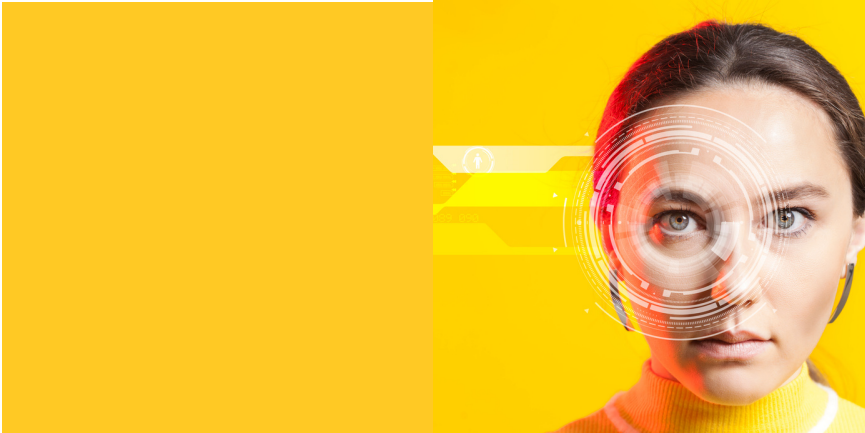
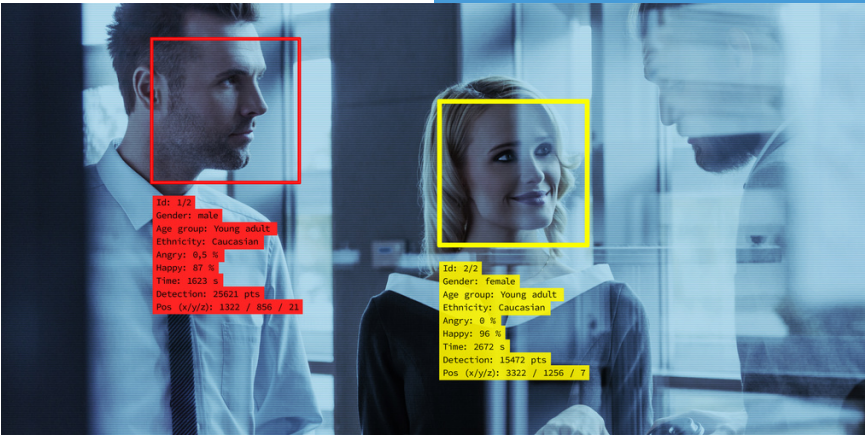


UK consumer's perception of facial recognition technology application for in-store marketing

By Ghita EL HAITMY



About FR

Facial recognition, a biometric technology that allows the identification, authentication, and analysis of an individual based of their facial features.

Application in retail:

- Security
- People analytics and flow management
- ID Management
- Advertising placement
- Service assistance robots
- Sales assistant

Some facts

in 2015, already 27% of retailers used facial recognition.

Example of where it's used in the UK:

- **Tesco**
- **London King's Cross railway station**
- **London Westfield shopping centers**
- **The World Museum – City of Liverpool**
- **The Millennium Point Conference Centre – City of Birmingham**
- **The Trafford Centre – City of Manchester**

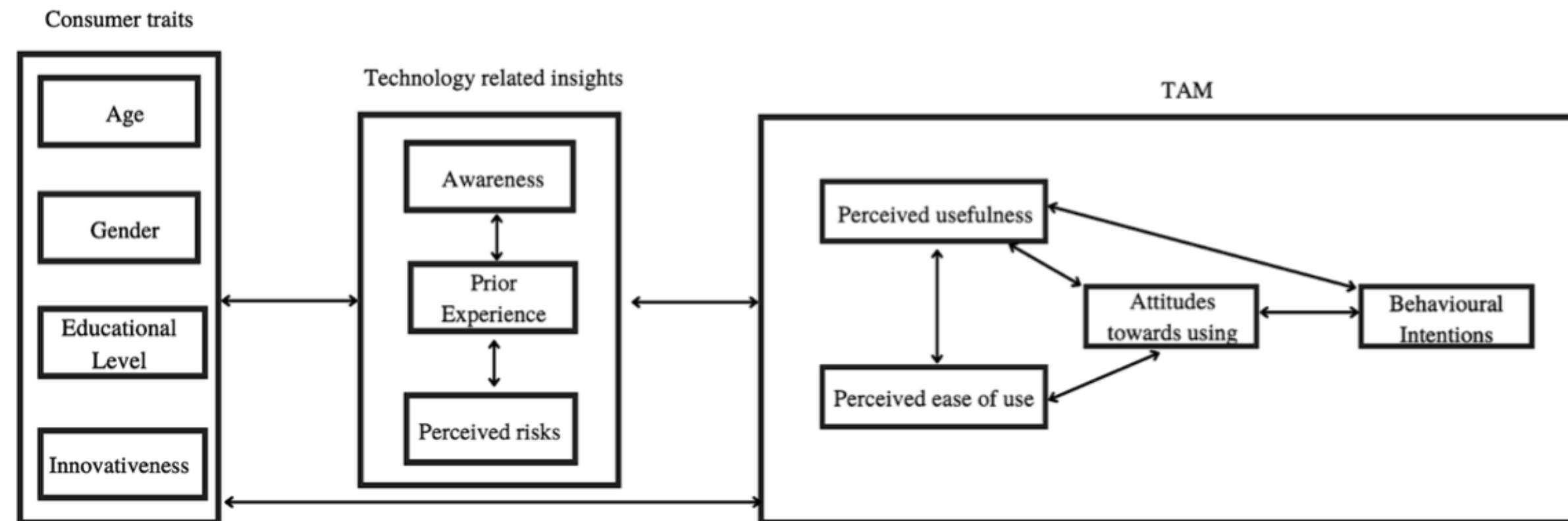


Methodology

To assess construct validity (i.e. accuracy of the measurement), this study uses a confirmatory factor analysis (CFA) to confirm instrument items after conducting an exploratory factor analysis (EFA). To analyze the proposed hypotheses, this study uses structural equation modeling (SEM) as it is the widely used method in technology acceptance studies and reliable estimation of hypothesized relationship strength between variables in this theoretical model.

n: 315

Model

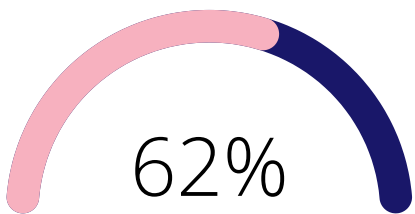


Findings

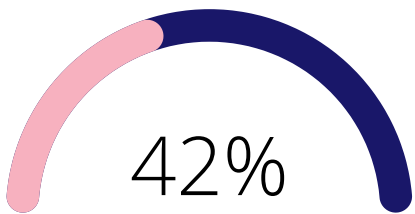
Covariance between Innovativeness and Awareness.

Increased awareness about the application of facial recognition for marketing in retail stores has a positive influence on the individuals' perceived ease of use, perceived usefulness, and behavioral intentions to use the technology.

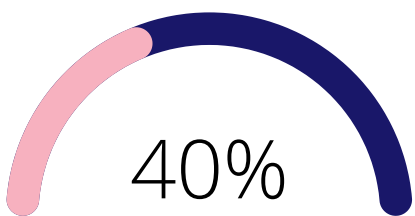
Age has no effect on whether a person would accept the technology nor does their gender or their educational level.



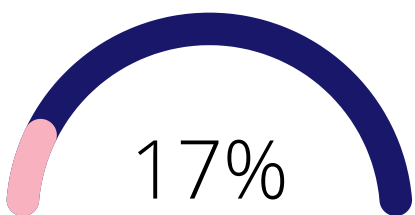
of respondents are worried that someone may hack into the retailer's system and steal their personal information and preferences or about the performance of the technology.



of the respondents had a positive attitude towards facial recognition for instore marketing.



of respondents agree on that facial recognition technology will improve their shopping experience.



of the respondents consider facial recognition to not be risky

Business Implications

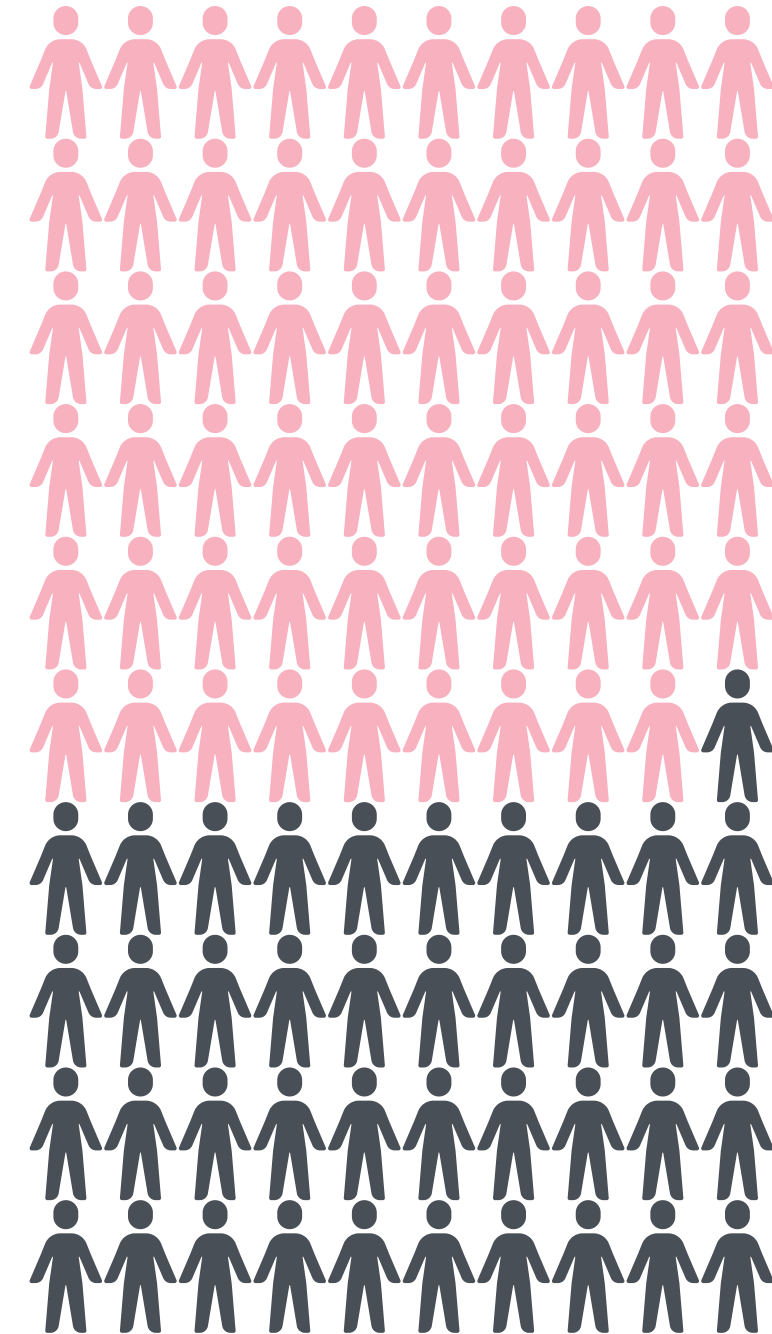
- Marketers have an important role in technology acceptance.
- They should focus on increasing awareness and building brand trust when adopting new facial recognition.
- Ensure good data protection measures such as increased Cybersecurity or hire trust 3 rd parties.

Research Implications

Opens new avenues of exploration:

How can governments further protect the consumer and regulate the use of this technology for marketing?

With over 2.7 billion monthly active users as of the second quarter of 2020





Thank you